

SERVICE REPORT No. 113 CLIENT Philip Morris U.S.A.

Virginia Slims

DATE January 9, 1996

PRODUCT Virginia Slims

A record of contacts with client, a report of status of work in production, and a memorandum of ideas discussed and work to be performed Leo Burnett U.S.A.

This reports a meeting held at Philip Morris on January 5, 1996. Present were:

Philip Morris

Suzanne LeVan Deb Elfar
Sonya Rush Lynn Adams
Wendy Marin
Tom Lauinger

Leo Burnett

Doug Porter
Tom Ramsey
Bonnie Timmins

Cyrk

Patti Hobin Scott
Liz Peppard
Joann Demetra

Purpose

1. Review /finalize details of samples developed by Cyrk for Fall 1996 V-Wear collection.
2. Finalize items to be offered in 1996 Fall V-Wear collection.

Agreements/Discussion

The following 12 items will be offered in the Fall V-Wear program:

- Satin blazer
- Parka
- Polyfleece tunic
- Polyfleece leggings
- Watch
- Satin backpack
- Nylon tote
- Jewelry organizer
- Hoop earrings
- Glass ashtray
- Mirror compact
- Lighter
- Keychain (pack promotion)
- Travel alarm clock (carton promotion)

Summarized below are specific decisions regarding the collection items. These details will be incorporated into the specs and photoshoot samples.

Satin Jacket

- Offered in black and red
- Nylon satin with matching color lining
- Double-breasted with 6 self-covered buttons
- Single-welt pockets
- Tuxedo collar

Parka

- Offered in blue
- Heavy nylon satin
- Anorak style with double-needle quilting
- Full zip front with blue zipper
- 6 oz. polyfill filling
- On-seam pockets below waist

Polyfleece Tunic

- Offered in red and black
- Black shoulder zipper
- Mock turtleneck
- 96F ball 100% poly material
- On-seam pockets
- Ribbed arm cuffs
- Straight bottom with side slits
- Sized S/M and L/XL

cyrk samples meeting 1/5

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Polyfleece Leggings

- Offered in black
- Thinner polyfleece material to match tunic

- Full length leg
- Sized S, M, L, XL

Watch

- Silver band and casing
- Cyrk/Brand/Purchasing to revisit samples

Satin Backpack

- Offered in blue and red
- Nylon satin with PVC backing
- Dogleash clasp with drawstring inside

- Straight hidden-zipper pocket on front
- VS embroidered tone-on-tone

Nylon Tote

- Black city nylon with black lining
- Unstructured shape with inside-stitched straps
- No closure mechanism
- Straps to fit over-shoulder

- Hanging inside zipper pocket
- Cyrk to explore metal plate with V-Wear bug in both black/silver and silver/brushed silver.

Jewelry Organizer

- Red nylon satin with clear vinyl pockets
- Variety of pocket sizes with zip closures

- Tie closure with hanging loop
- VS embroidered in red

Hoop Earrings

- Clip style
- Purchasing/Cyrk to explore 100% sterling silver
- Size specified per sample

- Red pouch

Ashtray

- Blue cobalt glass
- Cyrk/Purchasing to explore existing molds, other options

Mirror Compact

- Matte black plastic casing
- Half-moon shape; self-standing
- Embossed with V-Wear bug in glossy black

Lighter

- Metallic charcoal finish
- Regular flame mechanism

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Keychain (pack promotion)

- Offered in red and blue to match backpack
- Embroidered tone-on-tone VS in center

Travel Alarm Clock (carton promotion)

- Sliding cover model in black
- VS on face

V-Wear Labels

Labels will be produced in two sizes (Cyrk has design on disk from Spring) with red stitching on black background.

Next Steps/Timing

1. Cyrk/Brand/Purchasing to revisit ashtray, watch and hoop earrings to finalize specs.
2. 3 sets of photoshoot samples due from Cyrk for LBCo by 2/12
3. Model photoshoot w/o 2/12; Item photoshoot w/o 2/12

Please call with questions.

Bonnie
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Leo Burnett

cc:	Dara Altshuler	-19	Thomas Smallwood	-25
	John Buehler	-19	Lenora Rand	-25
	Connie Bulanda	-19		